

## 2,000,000 NEW AUTOS NOT OVER-PRODUCTION

This Huge Number of Machines Expected to Just Meet Normal Demand of Purchases for Year 1920

TWO MILLION automobiles to be built by American manufacturers in 1920 need not be looked upon as a mad rush into over-production," says C. H. Rockwell, vice president and sales manager of the Holmes Automobile Co.

"The fact is that this number may reasonably be looked upon as necessary to fill the normal demand for cars, without necessity for forcing any unnatural demand."

"During the last two years new cars have not been produced in anywhere near the quantity necessary to take care of the normal demand."

"Factories have been steadily over-sold and dealers have consistently reported a condition existing in which there were from three to eight or ten calls for each new car delivered to the dealer."

**Sales of Old Cars**  
"The condition of the used car market is the best indication of the universal truth of this statement. Look it over and find that many cars that are two or three years old, with several thousands of miles piled up on the speedometers, are finding a ready sale at a price so close to the original list price that the depreciation, at least so far as sales value is concerned, is zero."

"Necessary curtailment in production, brought about first by war conditions and following the removal of war restrictions, by industrial conditions, have kept new cars out of the hands of buyers who, in the natural course of events, might normally be expected to change their old cars."

"With the hoped-for return to normal of labor conditions and general industrial stability restored, motorcar manufacturers will not be playing fair with the motoring public unless they step into large production and make plans to continue top speed efforts for a long time."

"A few years ago, when it looked as though production of motorcars had caught up with the natural demand, the manufacturers grasped upon a new idea. They ceased talking of their products as pleasure cars and started calling them passenger vehicles."

"The effect, so far as car usage is concerned, was remarkable. The motoring public accepted the change in designation as indicating that general commercial life, as well as the pursuit of pleasure, was to be ably served by the automobile."

"The result is well remembered. Manufacturers suddenly found a new buying force that made the federal over-production a thing of the past."

"Large cities found their traffic problems increasing as unlooked-for numbers of motorcars began a steady use of the downtown streets."

"The change in name from pleasure car to passenger cars had brought with it an inclination to take the manufacturer's word and try the automobile as a business convenience."

**Motors and Commuters**  
"The result is plainly seen. In every large city the housing problem in the suburbs easily accessible from the city by good motoring roads is a serious one. Much of this condition is due to the motorcar, as is evidenced by new garages going up back of old houses as the commuter becomes a motorist, using his car to take him to his business."

"A visit to outlying manufacturing districts shows regular accommodations for the cars that bring men to the plants on business calls."

"The development of the new idea in regard to the use of a car came so closely upon the curtailment of production that the demand for cars had to be met by used cars in thousands upon thousands of instances."

"These buyers of used cars want new ones. They want them because of the natural expectation of better service. They want them because of the added prestige of a better appearing car."

**To What Base Uses**  
The coal strike and the resultant shortage of factory power given the National No. 8, winner of the 1912 Indianapolis 500-mile race, an opportunity to get into the limelight once more. The chassis of the car was looked upon as an overhead line shaft and the engine contributed its power to lathes used for machining parts for the motor of the new National sextet."

**Here's a Departure**  
A bus-body, mounted on a Reo chassis, is exhibited at the show this year by A. G. Fischer, 4947 Fairmount avenue. Mr. Fischer's organization is now specializing in the construction of bus bodies. They have been making carriage and commercial bodies for more than fifty years."

**Lights Defy Road Shocks**  
Rapid strides have been made during the last few years in electrical equipment for motorcars, many features coming as a result of long experience. Probably the first motor trucks equipped with electric lights which were not affected by road shocks were the Harbord trucks, as they were so equipped nearly eight years ago, and they still retain unusually durable electrical equipment."

**143 Industries Use Maxwell**  
The Maxwell truck is used in 143 different kinds of industries in the United States, according to J. J. Jones, director of sales of the Maxwell Motor Co. Various and handling take that place, with the farmers running a close second."

**High-Powered Engines for Fliers Find Their Way Back to Surface Speeders**  
**EFFECTS ARE RECIPROCAL**  
The airplane owes its existence to the automobile, but the latter since the great advance of the former also has made material progress through the development of the engines for heavier-than-air machines. At the auto show may be seen all types of the aero-eight, the product of the Cole Motorcar Co., represented here by the L. S. Bowers Co., 245 North Broad street.  
Built on airplane lines, this car has made for itself a distinctive place in the automobile industry. Involved in its construction are many practices which may be traced directly to the evolution of the airplane, and in the motorcar industry it marks a radical departure in both engineering and designing.  
The lines of the aero-eight are distinctly airplane. The large radiator, the massive cowl, the manner in which the body is poised on the frame, mark it as an advanced achievement in engineering and coach building. The aero-eight lines include three open and six all-season models.  
The open models are the Tourster, a seven-passenger car of extremely graceful line and abundant power; the Roadster, a two-passenger model which appeals strongly to those who appreciate style and speed; and the Sportster, a rakish, four-passenger model.  
The aero-eight all-season coupages include the Sportsedan, Sportosine, Sportcoupe, Tourosine, Toursedan and Towncar.

## STYLES OF MOTORS ARE SET BY WOMEN

Dealers Put Marked Departures in Designs on Market With Fear and Trembling

### CAN'T FORECAST WHIMS

The tide of affairs for woman is surely changing and is no less felt in the automobile world, where her whims and fancies have caused the designers of cars no end of concern. From year to year efforts have been made to strike the unusual—something to catch the fancy of the ladies, for they are a factor to be reckoned with in automobile salesmanship art, but novelties, particularly in fittings, have always been placed upon the market with no little trepidation since all have disappeared of forecasting feminine preference. Of course, the women of Philadelphia and most other large cities are of one mind as to the closed car. Here there is no argument for the town car and variations of its type are an accepted fact. It is in the trappings that the diversity of opinion exists.

We still have faint echoes of the fantastic appeal of the designer of novelties, who has argued that mildred's car should have the same attention as her bouidoir and must be decorative and gorgeous to the last degree. After the first burst of popularity this was abandoned as a matter of opinion, although a few remained adamant as to the wisdom of the course. Even last year there were handsome cars that represented an end of individual attention, and their decoration was almost elaborate, but the smart matron was not interested so long in the spectacular trappings that were heralded so loudly. There was a denying their charm, but the bright-colored tapestry was likely to become irksome.

The automobile designers are narrowing the ideas for beauty and comfort—that women are becoming much more practical—but they have kept their fingers on the pulse of feminine appeal with most satisfactory results. As comfort has become a real need for the busy woman, for it is very often in the motorcar only that she is allowed during the day a few minutes of relaxation while en route to fill another engagement. In view of this the designers have made the town car a real delight.

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## PITY POOR GOLFER WHO HASN'T MOTOR

When You've Missed Last Trolley and Friend Says, "I'll Speed You Home," Ain't It a Grand and Glorious Feelin'?

By SANDY NIBLICK

A GOLFER staggered up the stairs to the locker-room at the clubhouse the other day. His face was one large crescent of gloom turned upside down. He wobbled to his locker and flopped to the bench with a thud. "Boy!" he hollered. "Why the blink blink don't you open my locker?" Boy showed up finally and consented to open it up. "Say," chirped the golfer, "what time is the next trolley down to Turner's crossing?" "Seven-two," answered the boy, unconcernedly. "Yah just missed the five-two. Run every two hours this time of day."

"Sufferin' cats," groaned the golfer in the ecstasies of despair. "Late again for supper and I promised the wife I'd make it today sure. Got to change twice on the trolley to where I live and then walk half a mile. What'll I say this time, what'll I say?" Just then a benevolent voice from around the corner boomed up. "Where do you live, Bill?" "Pikesville, only six miles away from here, but it might as well be 600," moaned Bill.

"Why don't you hop in my car and come home with me?" sweetly urged the benevolent one. "I live just beyond Pikeville, an'—" But Bill waited for no more.

A whisk of a bath towel and a naked back was all that was to be seen of him as he dived for the shower. "Be ready in a second," he chortled. Or when you want to play golf the worst way, but your clubs are home and all your golf clothes, and the train only runs twice a day and not when you can catch it, and it's a two-mile walk after you get to the station and the clubs and bag are so heavy that you know you can't play when you do

get there, and you can only play fourteen holes because the train comes back so early, unless you stay out and miss supper, and you think of all the walking and lugging and waiting and you wish you had a car of your own so you could be independent and could play golf the way you wanted to, and when you wanted to, and when you think that everybody else out there goes by machine and what an unpopular partner drop you right at your door—Oh Boy! Ain't it a Grand and a Glorious Feelin'?

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